

## Promotion

### Standard Five: 5.1 Role Of Promotion

#### Standard Five

Students Will Discover The Importance And Elements Used In Developing A Promotion Mix To Market Sports Businesses.

#### Promotion Defined...

Any Form Of Communication A Business Uses To Inform, Persuade, Or Remind Consumers Of Its Products Or Services.

#### Role Of Promotion

Inform

Persuade

Remind

#### Goals Of Promotion

1. Increase Sales
2. Increase Awareness
3. Be Competitive
4. Reach Target Market
5. Build Relationships
6. Create/Develop Image

#### Types Of Promotion

Advertising

Personal Selling

Sales Promotion

Public Relations

Sponsorship

#### Advertising

One Way Mass Communication For A Product, Service Or Idea Paid For By An Identified Sponsor (Advertiser)

#### Public Relations

Building A Good Image In The Community

Focus On Company's Employee Base/Community

Maintains A Mutually Beneficial Relationship Between The Sports Organizations And Its Public

Deal With Good And Bad Aspects Of Business

#### Personal Selling

Interactive Interpersonal Communications (Face-To-Face)

Designed To Build Relationships And Generate Sales

Influence A Consumers Purchases And Increase Satisfaction

Drawback::: Most Expensive Of Promotions

#### Sales Promotion

"Sale" Type Promotions Designed To Meet

Short-Term Goals

Helps To Create Demand For A Product Or Service

#### Sponsorship

Corporate Investment In A Sports Property For Promotion

Using Borrowed Equity Of The Event To Promote The Business

Athlete, League, Team, Event...

## Promotion Mix

The Combination Of Promotional Efforts For A Business

Advertising

Personal Selling

Sales Promotions

Public Relations

Sponsorships

Identify Points Of Emphasis & Time Commitments (Ad Schedule)

#### Media Types

Media Type Selection Criteria:

Target Market, Cost, Demographics

Determined By The Goals Of Each Promotion

Determined By The Goals Of The Business

#### Media Types:

- Television
- Print
- Radio
- Outdoor
- Transit
- Internet
- Sponsorship
- Signage
- Event Naming
- Cause Marketing
- Other

#### Advertising Schedule

Promotions Are Typically Run In A Group Or "Campaign"

Promotions Typically Have A Common Theme

Promotions Typically Use Several Media Types

An Advertising Schedule Organizes Promotions & Media Types Over A Time Period.

#### Promotion Budgeting

Promotions Must Be Funded And Paid For By A Sponsor Or An Advertiser

#### Promotional Budgeting Types

Competitive Parity

"Follow The Market Leader"

In Types And Methods Of Promotion

#### Arbitrary Allocation

"What I Can Afford"

Budget Based On Current Financial Status

#### Percentage Of Sales

Allocating A Set Percentage Of Sales To Promotional Efforts And Campaigns

#### Objective & Task

Setting Specific Goals/Objectives And Budgeting To Achieve Those Goals

#### Promotion Budgeting

1. Fund The Primary Promotion

"Main" Promotion, Campaign, Efforts

Primary Focus For The Company

2.Fund The Secondary/Co-Promotions

"Extra" Promotions

Typically Run With Retailers

Provide Ways To Spur Sales

Provide Ways To Earn Back Costs

Expand Exposure/Reach Of Promotions

Event & Sport Promotion

Sports Marketing 5.2 Sports Promotion & Projects

Promotion Plan Elements

Advertising

Newspaper, Tv, Radio, Internet, Outdoor, Transit

Sales Promotion

Sales Force/Retailer Promotions

Special Offers/ Coupons

Public Relations

Special Interest/Co-Promotions

Sponsorship

Special Event Sponsorship, Exposure @ Event

Personal Selling

Sales Force/Retailer Promotions

Sports Marketing Promotion

Promote The Sport

Promote The Event

Inform Of Events

Persuade To Attend

Remind Of Details:

When, What, Where, Who,...

Benefits Of Sponsorship

Return On Investment...

Promotion Mix For Sports Event

Combination Of Promotional Efforts For A Team/Sports Property

Aimed At Promoting An Event

Utilizes Several Different Types Of Promotions & Media

Takes Place Over Time

Utilizes An Ad Schedule

Evaluated At Several Different Stages